

Co-Creation



Consumers

Tell them
why they
are there

Share project
objective

Diversity of
perspective

For women's
topic, include
some men

If decision
maker / gate-
keeper different,
include both

Need
creative
streak!

Screen for
creativity

Further train in
creativity

Give permission
to stretch



Plan a party!

One rule: **YES AND...**

New rule: YES BUT...

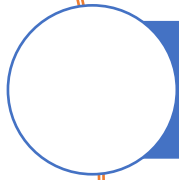
Your experience?



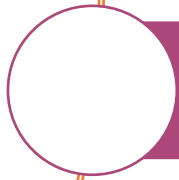
Discuss each process



How did it work?



How did it feel?



How far did you get in a plan?



How did you feel about your team / your collaboration?



How would you like to have to continue to engage in that process?

In General

Yes, and...

Creative
Exciting
Ideas flow easily
Collaborative
Efficient
Mostly good
X Gets out of control

Yes, but...

X Argumentative
X Blocks progress
X Slower
X More difficult
X Boring party
X Mostly bad
We could implement

G
P
S



Good Problem Solving



GPS Thinking



Good

Good

Useful

Valuable

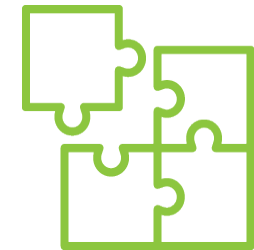
POTENTIAL



Problem

X How to...?

X How might we...?



Solving

Generate solutions
(Other Ideas)

Practice

Ideas for new exhibit at zoo

A large brown bear stands on its hind legs on the left side of the frame, looking towards the right. In the lower right, two children are sitting on the ground with a red and white striped picnic basket. The child on the left wears a white beanie and an orange jacket, while the child on the right wears a blue beanie and a blue jacket. The background consists of birch trees and tall grasses.

Suddenly:
BEARS!!!

Good Problem Solving





GPS Thinking



Good

Good

Useful

Valuable

POTENTIAL



Good

Exciting

Natural Environment

Educational

Interactive

Up close & personal

Selfie Opportunity

Training to improve
running times

Save \$ on bear food

New visitors - adrenaline
junkies



GPS Thinking



Good

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junkies



Problem

X How to make safe for
people?
X How to make save for
bear?
X How to not frighten bear?
X How to keep people calm?
X How to prevent bear from
attacking?
X How to train bear?
X How to train people?
X How to get legal approval?



GPS Thinking



Good

Good

Useful

Valuable

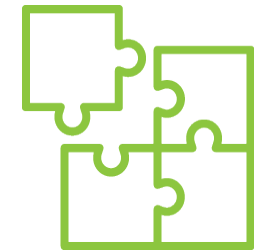
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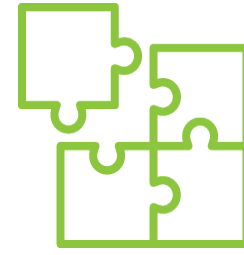
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Solving

Hologram bear
Virtual reality
Bear cub
Koala bear
Safer animal, like sheep
Humans inside glass
"gerbil ball"
Raised pathway - higher
than bear's reach
Humans "pop up" into
bear habitat in glass dome



Homework

- Rich, immersive homework for participants AND clients
- Can span any area in or around the topic



Analogies for Depression

Like I'm trapped in someone
else's body



Analogies for Depression

Always feeling tied down, in hopes that
one day I will be FREE!!!

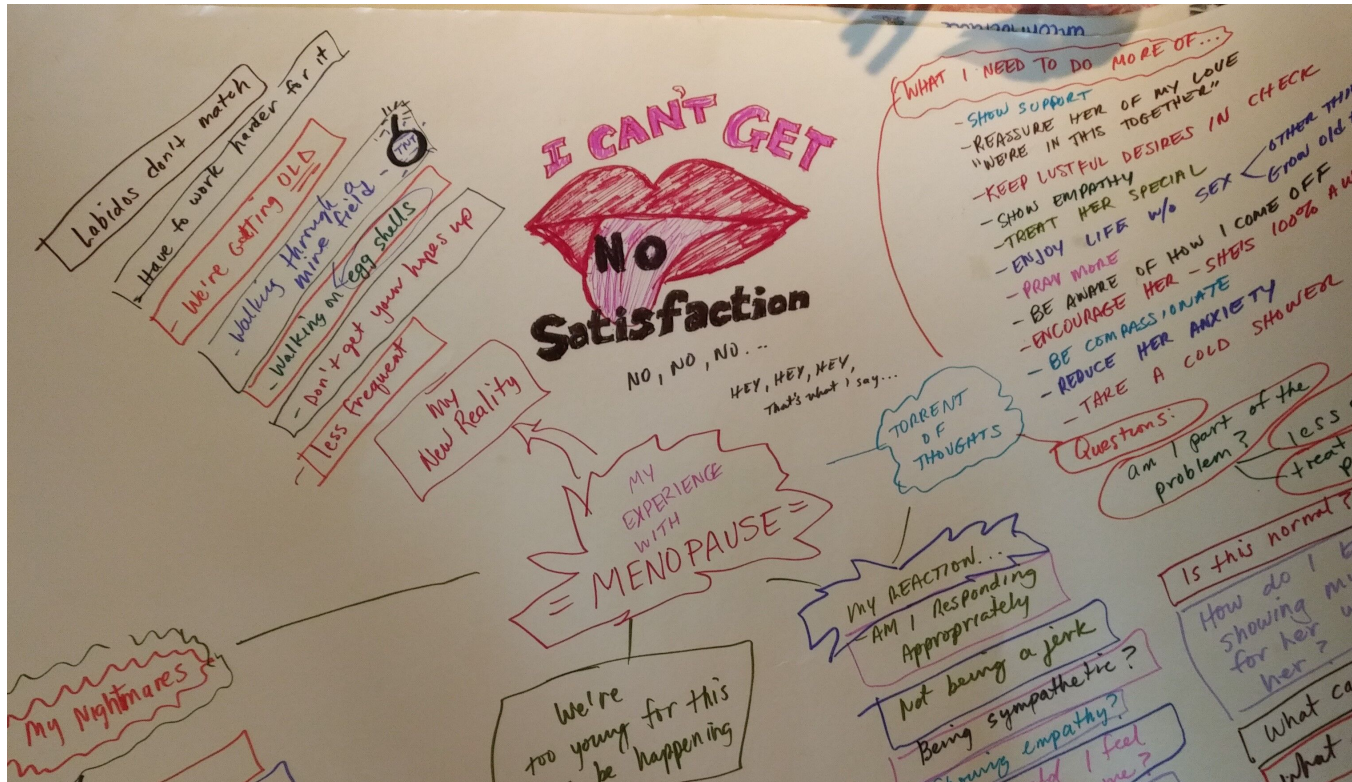


I Think; He Thinks

“I know my meds are not working the way they should. What can you do?”

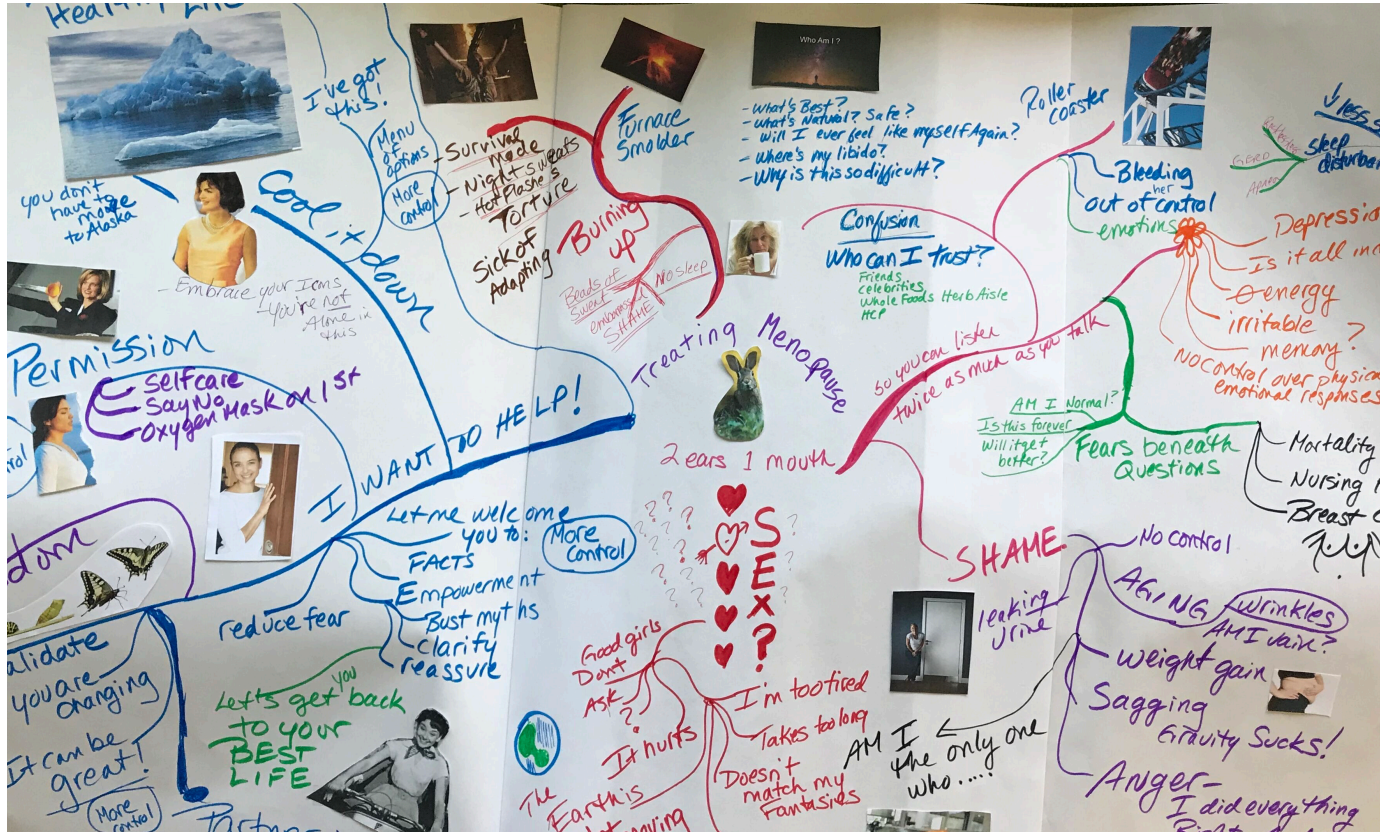
“It’s going to be so nice on vacation!! I earned it. Yada, yada...”





Menopause Mind Map

I Can't Get No Satisfaction



Health Care Provider

Treating Menopause:
2 ears; 1 mouth

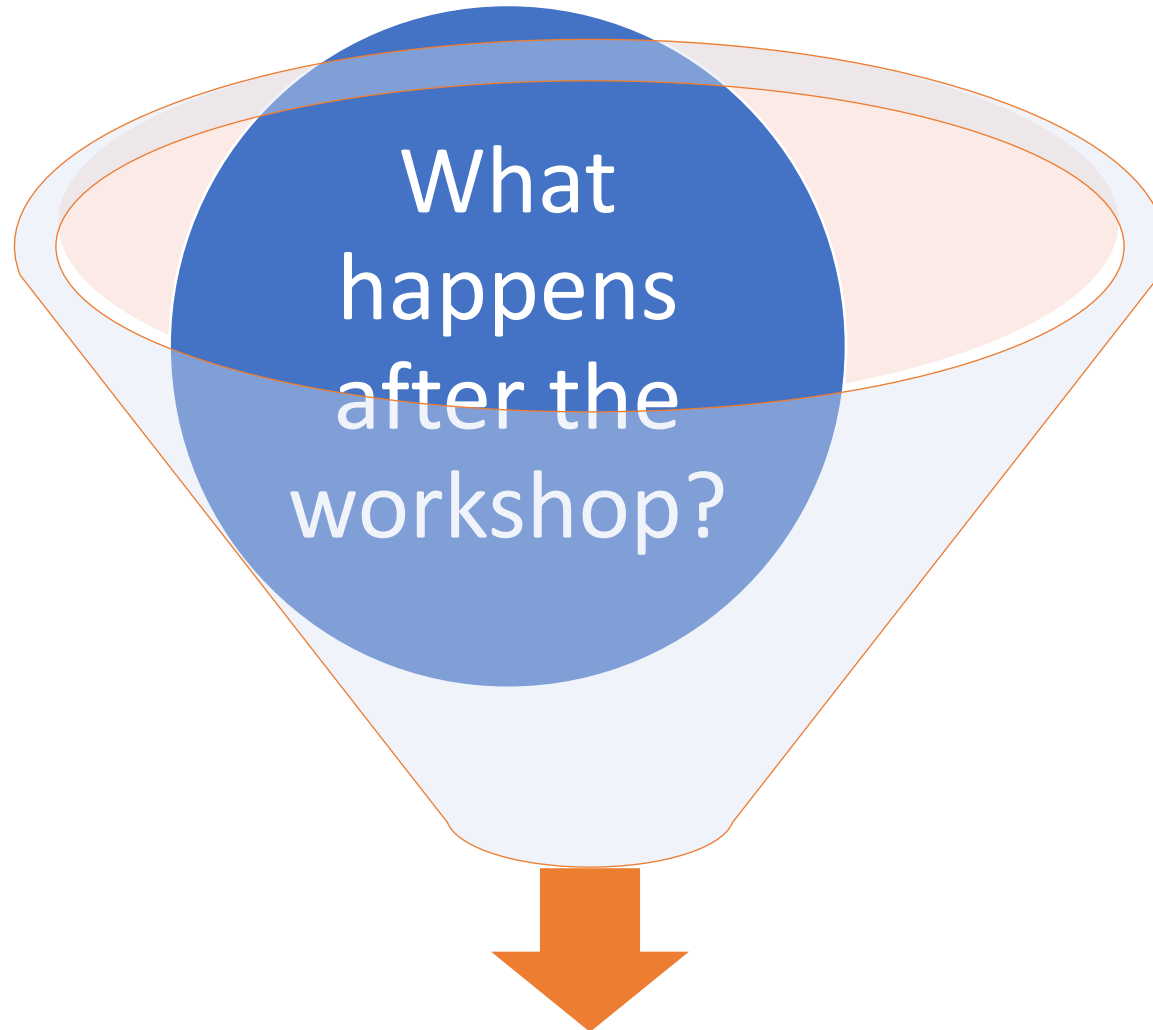
IT'S A GROUP THING!

Direct interactions between participants and client team

- Small group breakouts
- Immersive conversations
- Dialogue leads to expanded thinking

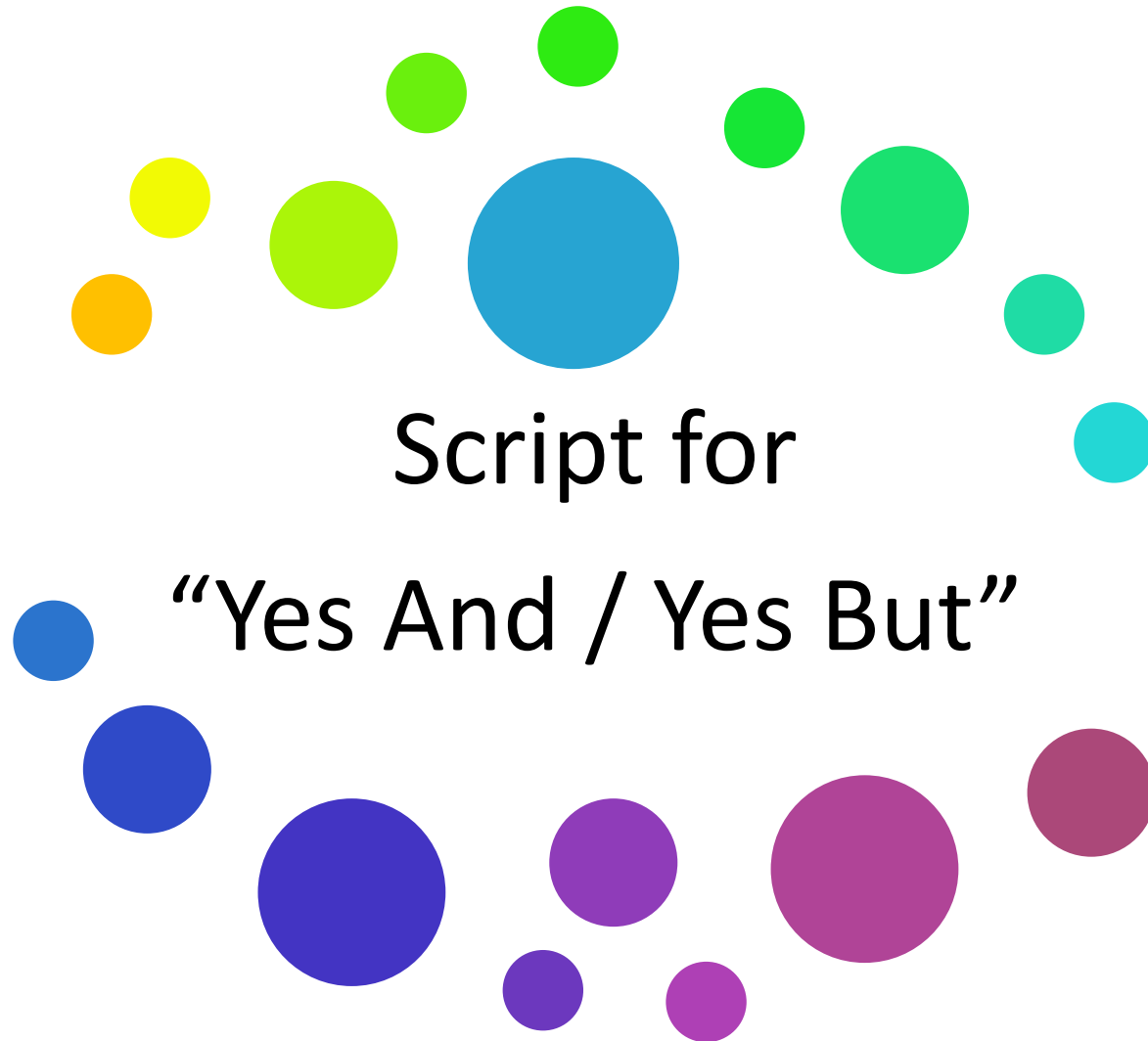
Breadth vs. Depth

- Fewer people, longer time = deeper insights



The hard work begins!

IF YOU WANT...



Script for

“Yes And / Yes But”



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